JETIR.ORG





## JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

**Ref No : JETIR / Vol 10 / Issue 2 / 259** 

**Confirmation Letter** 

To,

PRIYANKA NAYNANI

Published in : Volume 10 | Issue 2 | 2023-02-20



Subject: Publication of paper at International Journal of Emerging Technologies and Innovative Research.

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal of Emerging Technologies and Innovative Research (ISSN: 2349-5162). Following are the details regarding the published paper.

About JETIR : An International Scholarly Open Access Journal, Peer-Reviewed, Refereed

> Journal Impact Factor Calculate by Google Scholar and Semantic Scholar | AI-Powered Research Tool, Multidisciplinary, Monthly, Multilanguage Journal Indexing in All Major Database & Metadata, Citation Generator, Impact Factor:

7.95, ISSN: 2349-5162

UGC Approval: UGC and ISSN Approved - UGC Approved Journal No: 63975 | Link:

https://www.ugc.ac.in/journallist/subjectwisejurnallist.aspx?tid=MjM0OTUxNjI

=&&did=U2VhcmNoIGJ5IElTU04=

Registration ID: JETIR 508720 Paper ID : JETIR2302259

Title of Paper : ROLE OF INFIRM ADVERTISING IN GENERATING PURCHASE

INTENTION AMONG GEN Z IN INDIA

Impact Factor : 7.95 (Calculate by Google Scholar)

DOI

Published in : Volume 10 | Issue 2 | 2023-02-20

Publication Date: 2023-02-20 Page No : c438-c452

Published URL: http://www.jetir.org/view?paper=JETIR2302259 : PRIYANKA NAYNANI, Pro. Dhruvin Chauhan

Thank you very much for publishing your article in JETIR. We would appreciate if you continue your support and keep sharing your knowledge by writing for our journal JETIR.



CiteSeer SRN .docstoc Google Scribd. OPEN OACCESS













International Journal of Emerging Technologies and Innovative Research (ISSN: 2349-5162)

www.jetir.org | editor@jetir.org | Impact Factor: 7.95 (Calculate by Google Scholar)